

Terryl Williams

UI/UX Designer | Graphic Designer

Portfolio - twilliams-design.com

CONTACT

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EDUCATION

Michael Graves College

Robert Bush School of Design

Kean University, Union, NJ

BFA - Interactive Screen and Print

County College of Morris,

Randolph, NJ

AAS - Graphic Design

CERTIFICATIONS

AI MASTERY CERTIFICATION:

Graphic Design,
Coursiv

UI/UX DESIGN: Essential Training,

LinkedIn Learning

UI/UX DESIGN: Creating Web Flows,

LinkedIn Learning

UX DESIGN: Analyzing User Data,

LinkedIn Learning

UX DESIGN: Creating User Personas,

LinkedIn Learning

SOCIAL MEDIA MARKETING,

LinkedIn Learning

EXPERIENCE

Robert Half, New Jersey (In-house)

(Freelance Graphic Designer / Web Designer, 2025 – 2026)

Client: **Janome America & Elna** (Sister company)

- Designed branded print and digital educational/instructional pamphlets and flyers, in a fast-paced, high-volume environment.
- Created a new color-interchangeable logo and icon to facilitate Janome's accessory of the month (AOM) promotions. Designed social media and variously sized ads to market these.
- Laid out product pages, using Wordpress and Elementor.

Vonage, Holmdel, NJ (Remote)

(Graphic Designer, 2022 – 2025)

- Maintained brand integrity across the company by refreshing, creating and enforcing the use of brand guidelines and design templates for most marketing collateral, thereby streamlining campaign development, presentation and pitch-deck execution.
- Curated and built photography and illustration libraries with self-serve templates for internal teams' organic and paid social media posts, emails and various blog types, greatly reducing workflows to our small design team.
- Utilized AI generation tools to assist in editing and manipulating photography to build Vonage's new branded photography library.
- Co-branded collateral for Vonage's various partner companies (i.e., case studies, ebooks, datasheets, print and digital banners, whitepaper visuals).
- Designed numerous on-brand, multichannel, print and digital marketing campaigns that included social media, email, blogs, landing pages and assets, infographics, ads and paid ads (many international in various languages, some animated).
- Designed print-ready large graphics and collateral for tradeshow and events (i.e., Dreamforce, Salesforce, Channel Partners and Mobile World Congress).
- Interpreted creative briefs and managed multiple deadlines and priorities, and team and client expectations around goals, in a fast-paced, high-volume environment.

DESIGN SKILLS

Brand Identity, Mobile Design, UI/UX, Prototyping, Typography, Slide Decks, Advertising Campaigns, Promotional Design, Integrated Ad Campaigns, Transmedia Ad Campaigns, Tradeshow Event Design, Web Design, Social Media, Packaging, Editorial Design, Window Clings, Motion Graphics, Photography, Large Format Printing

TECH SKILLS

Mac & PC, Adobe Creative Cloud, Microsoft Office, Adobe Acrobat DC, PowerPoint, Keynote, Lightroom CC, XD CC, InVision, Figma, Sketch, Canva, Creatopy, Monday.com, Jira, Slack, Ceros, HTML 5, CSS, PDF Compliance

AI SKILLS

Claude, ChatGPT, Midjourney, Lovable, Gemini, Jasper AI, Stable Diffusion, DeepSeek, Veo, Perplexity, Kling, Canva AI, Nano Banana, Dall-e 3, Perplexity, Grok 3 Mini, DeepSeek

Source Communications, Advertising, Hackensack, NJ
(Freelance Graphic Designer, 2020 – 2022)
(Graphic Design, Summer Internship 2018)

- Designed retail store signage, digital and print advertising campaigns, print-ready large graphics, logos and brand guidelines (for Subway, ArgoFresh, Del Real & ADL).

Proud Moments ABA, Brooklyn, NY (Remote)
(Freelance Graphic Design, 2021)

- Designed branded PowerPoint templates.

ACCOMPLISHMENTS

Dreamforce - Tradeshow Assets, Vonage, 2023, 2024

Built New Photography Library, Vonage, 2024, 2025

First Place Team, Kean University, Thinking Creatively Conference, Let's Charrette 2018

Member, Lambda Alpha Sigma, Academic Honors Society, 2018 – present

Dean's List, Kean University, Spring 2019

Published photographer, in an award-winning magazine, County College of Morris, Promethean 2017 edition

New Jersey Design Derby, Sussex County Community College, 2016 – 2017